August 15, 1997

To: All Store Managers

Subject: *Winston No Bull* P.D.I. / P.O.S.

During August 1997, the R.J.Reynolds sales representative is authorized to place at your store the following P.D.I. / P.O.S. items. These items are being placed in conjunction with their *Winston NoBull* brand introduction.

Inside Of Station

Stick to Stick Change Mat – Doing Cover Lottery tickets ✓
Winston Pack Replica Counter Display (If space permits)
Winston Floor Ashtray

The above items are very attractive and great attention drawers. They will help enhance our competitive pricing and let our customers know we have *Winston No Bull* during the introductory period. Please work with your R.J.R. representative to place these items were space permits.

Sincerely,

Matt

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Source: https://www.industrydocuments.ucsf.edu/docs/qfyn0000